C2710-1 1/1/83

Regional news—Page 50

New 'BW' team plots change—Page 3

Amway
SHOP WITHOUT GOING SHOPPING

America's well-oiled dream machine—Page M-4

Advertising Age®

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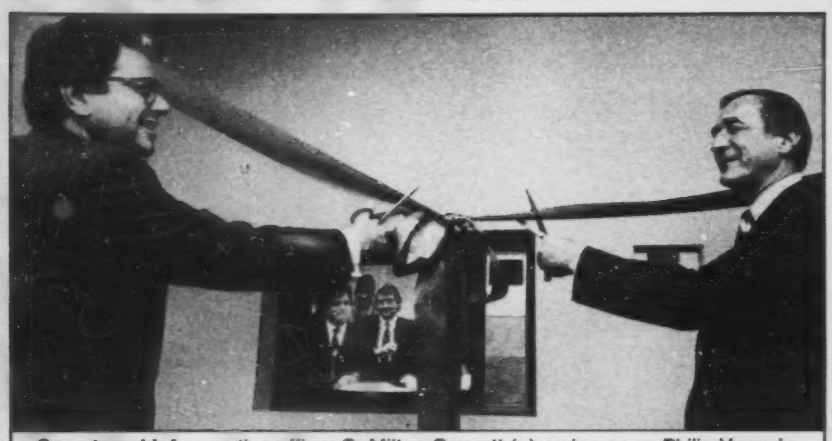


Compton chief executive officer O. Milton Gossett (r.) and exec vp Philip Voss Jr. open the agency's new teleconference room as execs from client Procter & Gamble in Cincinnati watch the inaugural festivities via the two-way technology.

Goodby, LaGuardia, hello teleconference

NEW YORK—Tapping the latest in technology, Compton Advertising is staying in closer contact with a major client, Procter & Gamble, through their joint use of teleconferencing.

The agency and P&G have installed teleconference facilities that permit two-way audio/video communication for P&G business, and Compton chief executive officer Milt Gossett says the agency hopes to sell the concept to other clients. A presentation has been scheduled for Johnson & Johnson.

The new setup is a "very, very valuable and cost-saving tool," Mr. Gossett said. The agency uses the teleconference room for the second presentation of a campaign and for copy meetings. With the setup, it can show storyboard and print ads to P&G executives in Cincinnati and agreement on changes or whatever can be made on the spot, the need for plane trips by agency or client eliminated.

The new teleconference room also is equipped with a two-way mirror and audio/video taping equipment, to be used for focus group/consumer panel interviews.#

Sterling guns aim at leader Tylenol

NEW YORK—Johnson & Johnson's comeback campaign for aspirin-free Tylenol is about to encounter new pain-killer products from Sterling Drug that will throw the chaotic analgesic market into a furious round of heavy new advertising and promotion.

After years of deliberation, and one false start, Sterling's Glenbrook Laboratories has chosen early April to introduce to the U.S. market aspirin-free Panadol, its leading pain reliever in Great Britain and a major seller in more than 70 other countries for more than 25 years.

But in the immediate future, Glenbrook has begun its introduction of a new entry, Maximum Bayer aspirin, and is relaunching Bayer timed-release aspirin as a companion to its regular Bayer aspirin.

SSC&B is the agency for all of these entries in the $1.2 billion analgesic market.

Glenbrook and Sterling execs would not discuss ad budgets or promotional plans, and there are indications the plans are not complete. The release to the press late last week of its intention to launch the product may have been designed to get the word out, to blunt J&J's new push for Tylenol. Regardless, industry sources are certain these moves signal the start of a costly escalation of advertising among Glenbrook and J&J, plus American Home Products with Anacin-3 and Bristol-Myers with Datril nonaspirin.

What makes the Sterling decision all the

(Continued on Page 68)

Continental fires 2 execs

By ROBERT RAISSMAN

Continental Airlines has fired two top executives it recently brought in to infuse new life into its marketing operation.

Bruce Hicks, a spokesman for Los Angeles-based Continental, said James V. O'Donnell, who had served in various high-level marketing posts for parent Texas Air during a 10-year career, and Ron Woestemeyer, who had been with the company for 13 years in marketing and sales posts, left Continental under a "mutual understanding" with the company.

However, industry sources, including former employes of Texas International and New York Air, a Texas Air subsidiary, said both men were fired the week before Christmas by Robert D. Gallaway, exec vp-office of the president at Continental. Mr. Gallaway was himself recruited by Mr. O'Donnell after Texas Air Corp. acquired Continental in 1981.

■ Mr. Hicks said no official announcement of the departures had been made and that none would be forthcoming until the marketing area is reorganized. Sources said David Stamey, a Texas International marketing executive who recently came over to Continental, would be named to head the

(Continued on Page 68)

last minute news

Baseball teams to start national catv sports net

CHICAGO—SportsVision, representing the White Sox, and two other pay tv groups representing baseball teams will provide $16 million to launch a national, ad-supported cable tv Super Sports Network beginning April 1, offering a minimum 60 hours weekly of live play by at least 10 Major League teams that are expected to be partners in the venture.

Kellogg sets test of Crispix cereal in 3 cities

BATTLE CREEK—Kellogg will test new Crispix cereal in Chicago, LOS Angeles and San Francisco this spring and has assigned the product to JWT, Chicago, which also handles Nutri-Grain. The low-sugar product will be available in test by mid-March, the company said. Separately, Kellogg is rolling out a reformulated, no-salt-added version of Most via Burnett.

Joint venture to run Showtime, Movie Channel

NEW YORK—Rival pay tv services Showtime and The Movie Channel will be operated by the same joint venture under a new agreement between American Express, Warner Bros., MCA, Paramount Pictures.

(Continued on Page 8)

NEWSPAPER

AA
DC2001ACONGLI
CONGRESSIONAL INFO SERVICE FMJE M
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Women's books drop combined pitch

7 Sisters act breaks up

By STUART J. ELLIOTT

NEW YORK—All sister acts, it seems, eventually break up—the Andrews Sisters, the McGuire Sisters, even the Seven Sisters.

The seven major women's service magazines last winter and spring sponsored an unusual joint presentation to top advertisers and agencies (AA, Jan. 25), selling their field rather than themselves.

The message of their presentation, called "How to Put Seven Bees in Your Budget," was this: Alive and well, the Seven Sisters—*Better Homes and Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Redbook* and *Woman's Day*—merit a second look as an adjunct to any tv buy.

In retrospect, executives of most of the magazines consider the sister act to have been a hit. "There's no doubt in my mind business has come in as a result of it," said J. Wesley Silk, *Better Homes and Gardens* publisher. It was "a very, very solid statement," said Robert Mate, advertising sales director of *Woman's Day*, "that countered the negative publicity about the women's service field 'going out of business.'"

And most are willing to think about a comeback tour. "A large part of the ad community would take notice, and that would be positive," said *Ladies' Home Journal* ad director Gregory W. Dunn.

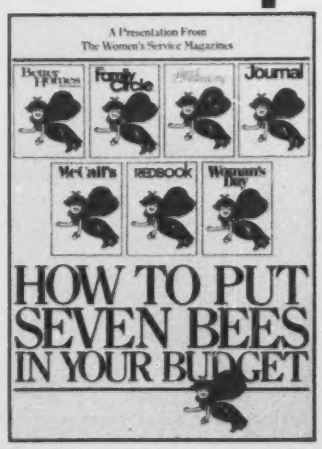
But there are five reasons it appears unlikely there'll be a reunion of this sister act.

First was the decision by one-seventh of the sisters to withdraw from the slide, talk and print presentation before it ended.

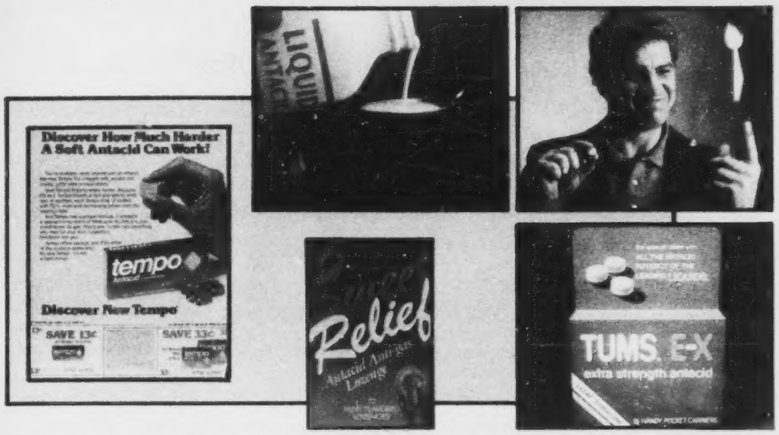
Good Housekeeping left because "we had our own song to sing," said Raymond Petersen, its publishing director and exec vp-Hearst Magazines. "We don't like to be in the swim with everybody else. We don't even like the term 'Seven Sisters.'

"Quite frankly, we feel *Good Housekeeping* is different and not really part of that group," he

(Continued on Page 63)



Promotional piece touted the power of combination.



Richardson-Vicks' late '82 rollout of Tempo (left) spurred new-product action from Norcliff-Thayer, whose Tums is No. 2 in the chewable antacid market. The Revlon unit is introducing Tums E-X nationally, using the commercial above, and test marketing Sweet Relief.

Tums adds strength to fight new antacids

By NANCY GIGES

For years, the chewable antacid market consisted of a two-horse race between heavy ad spender Rolaids and satisfied runner-up Tums.

Now, with the national introductions of products from two other major companies, Tempo from Richardson-Vicks and Lo-Sal from Sterling Drug, the two established brands are gearing up for a major battle in the $100 million category.

Rolaids, marketed by Warner-Lambert, traditionally received almost twice as much ad backing as rival Tums. That old brand was marketed by the small, family-owned Lewis Howe Co. of St. Louis until it was acquired by Revlon in 1978. Now marketed by Revlon's Norcliff-Thayer division, Tarrytown, N.Y., Tums is receiving the benefit of Revlon's marketing expertise and is hoping to expand its 21% market share to 25% with the introduction of Tums E-X extra strength antacid.

For the present, Norcliff has suspended advertising for regular Tums to devote its entire budget, estimated at $9 million annually, to the new item's debut. Rolaids holds an estimated 32% share and is backed by about $12 million in measured media annually.

Exactly why Vicks and Sterling decided to enter the chewable antacid market at this time is not clear. The market has been static for some time.

It's somewhat surprising that the market has remained stable, since per capita consumption has remained level while the heaviest-user segment—older consumers—has been growing, commented Pat McGrath, president of Jordan, Case & McGrath, the Tums agency. He speculated that perhaps people simply are taking better care of themselves, a practice that could help prevent stomach problems.

Mr. McGrath expressed the hope that the increased activity will stimulate category growth so that the dogfight won't be quite so vicious. Tempo is expected to receive about $7 million in ad spending for its current launch and Lo-Sal about $5 million. Vicks reportedly held up

(Continued on Page 64)

Atari, computers electronics stars

By MORRIE GELMAN

Las Vegas—From Atari videogames for preschool children to American Audio's compact in-dash car video unit to American Bell consumer products to the hottest items, under-$100 home computers, new products were most prominent at last week's Consumer Electronics Show here.

Atari's new videogame venture, Kid's Library, will get an advertising sendoff starting in May with a print campaign, followed by a September "media blitz"—heavy in use of tv—tied in with a back-to-school pitch.

The Atari Kid's Library, a collection of educational videogames for children under the age of 12 (AA, Jan. 3), is being handled in cooperation with the Children's Computer Workshop, a for-profit spinoff of the nonprofit Children's Television Workshop, producer of "Sesame Street" and "Electric Company" for tv.

Atari consumer electronics division president Michael Moone, who ducked talking about specific budget figures—"because we're still working them out"—indicated that marketing expenditure for Kid's Library would be "significant." The ad approach, he said, would be institutional and directed at parents. Wells, Rich, Greene is handling.

Atari will release five Children's Computer Workshop game cartridges for its VCS 2600 system. These games are designed for 3-to-7-year-old children. Later this year, Atari will release several CCW games for the 5200 system. Available in May for the 2600 will be Cookie Monster Munch and Grover's Music Maker. Available in July will be Oscar's Trash Race, Big Bird's Egg Catch and Alpha Beam.

Later this fall, the Atari Kid's Library will offer games especially designed for preteens featuring Peanuts characters. Atari also has worked out a deal with Walt Disney Productions to develop game cartridges for both the 2600 and 5200 systems, for preteen children. These games will feature Disney characters such as Mickey Mouse, Donald Duck and Snow White.

The government defrocking of Ma Bell opened up last week's introduction of a host of telephone and telephone accessory products, the most notable being the first new offerings from American Bell, the AT&T subsidiary that started business Jan. 1.

The products American Bell introduced were the Genesis Telesystem, a modular telecommunications system, and the Touch-a-Matic 1600, the first in a new generation of automatic dialing telephones. The latter will be in some stores in March and available nationwide by May. Genesis will be initially available slightly later, about the middle of the year.

Both, made by Western Electric, AT&T's manufacturing subsidiary, will be sold by the 461 Bell PhoneCenters, as well as by 851 Sears stores and 2,700 catalog outlets and 200 Target discount stores in 20 states, among other retailers.

The two American Bell products will be promoted via a major advertising push keyed to the current Bell theme: "It's Ingenious—It's Genuine Bell." Its objective

(Continued on Page 68)

Atari's problems laid to retailers

Responding to questions at an impromptu press conference, Atari consumer electronics division president Michael Moone blamed the videogame leader's fourth-quarter sales problems on the retail business. "Many people used Atari as a loss leader," he claimed.

Maintaining that it's premature at this point to discuss post-Christmas market shares for the videogame market, Mr. Moone preferred to focus on the problems of retailers, noting that "a number of major people had to go Chapter 11." He cited King's stores in New England and Zody's in California.

"It's difficult when you close stores to have sensational Christmas sales," he

(Continued on Page 68)

highlights

Monday, January 10, 1983

Demographic data on prime time tv viewers shows that among men "Monday Night Football" has regained its top rank, according to Nielsen. "Dynasty," "M*A*S*H" and "Hill Street Blues" were the favorites among women. *See Page 3.*

Rule changes by the FTC making it easier to promote traffic-building games come at a time when gasoline retailers are showing renewed interest in the potential of games. *See Page 6.*

Two agency leaders, Paul Foley of the Interpublic Group of Cos., and Alfred J. Seaman of Interpublic agency SSC&B, were elected last week to the American Advertising Hall of Fame. *See Page 6.*

Both CBS and ABC are out to sweep the February sweeps—CBS to retain the 1982-83 ratings crown and ABC to at least narrow the margin of the CBS victory. *See Page 10.*

Six months after the Argentine government lost the war over the Falkland Islands, and facing a market that has shrunk by 30% in the past year, Argentine marketers are turning to some of the hardest-selling, price-oriented advertising in years in order to regain market share. *See Page 20.*

Time has reorganized its marketing information function following the departure of Mal Ochs, director of marketing information. *See Page 20.*

After years of battling for readers and advertisers on the domestic front, the country's largest business publications are increasingly extending that skirmish to foreign turf. *See Page 37.*

The reaction of advertisers and readers to this month's launch of the *Wall Street Journal's* European edition is exceeding even some of the most optimistic Dow Jones projections. *See Page 37.*

Polaroid Corp. is taking a much needed—if somewhat controversial—step away from its mainstay, the traditional instant camera, and Eastman Kodak announced that later this month it will begin to introduce several new amateur products. *See Page 63.*

National Assn. of Broadcasters' leadership signaled last week that any new NAB advertising self-regulation program will be built from the ground up and not on the skeleton of the "code" system that was first established in the 1950s. *See Page 64.*

Network ratings could be affected by the decision of 24 affiliate stations to carry Mobil Showcase Network's "Nicholas Nickleby" nine-hour tv special. *See Page 64.*

Lorillard has high hopes for a new women's cigaret called Satin, being rolled out nationally. *See Page 66.*

Bankrupt Games by Apollo has reported that of the $9,002,233 in total debt it owes to secured and unsecured creditors, more than $2.6 million is owed to the company's advertising agencies. *See Page 67.*

CORPORATE CLOSEUP

Although 1982 was not a good year for most trucking companies, Ryder System was able to establish record revenues and hold its place as No. 1 in the truck rental and leasing market by aggressively advertising. *See Page 4.*

VIDEOTECH

Turner Broadcasting System is offering cable operators cash incentives to carry all three of its satellite-delivered programing services. *See Page 43.*

MAGAZINE

What are your dreams, America? asks Amway Corp., the controversial company responsible for 16% of all sales from direct-selling in the U.S. *See Page M-4.*

Wine Marketing: With more than 900 wineries, the U.S. wine industry is like a grapevine with too many branches that may have to be pruned in order to remain healthy. *See Page M-9.*

After years of conventiongoing, William Marsteller provides some suggestions for surviving the ever-present commercial minglings. *See Page M-28.*

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Ads set to break

Big Mac's NFL attack

By RICHARD KREISMAN

Tv viewers will get their first glimpse of McDonald's new advertising campaign this coming weekend, and what they will see and hear is a double dose: Hard-sell product advertising and soft-sell corporate advertising that draws on the company's position as the longtime leader in the chain restaurant business.

What most of them won't know is that the advertising represents the fusion of McDonald's and Leo Burnett USA's marketing and creative resources.

While Burnett has been actively producing and airing McDonald's spots since it surprised the advertising world in October, 1981, by winning the $75 million account, its efforts were tied to the resurrected "You deserve a break today" theme of former agency NH&S/USA.

The new work is Burnett's, and both the company—which has been the target of No. 2 Burger King's aggressive comparative advertising—and the agency, with its creative reputation under heavy scrutiny, are on the line.

The first spot is scheduled to break on Saturday's NFL football

(Continued on Page 68)

New rule may fuel gas station games

WASHINGTON—Rule changes by the Federal Trade Commission making it easier to promote traffic-building games come at a time when gasoline retailers, once major game users, are showing "renewed interest" in the promotional potential of games.

"It hasn't broken open yet," said promotional games specialist Louis Gerber, exec vp of Glendinning Cos. of Westport (Conn.) of oil company interest in games. "But a lot of people are taking a hard look at the potential."

The FTC action lifts disclosure requirements that were put on the books in 1969 after abuses were uncovered in the conduct of some games. The rules apply to supermarkets and gasoline retailers only, and require that print and broadcast ads promoting games not only disclose the exact number of prizes available and the odds of winning them, but update the prize lists and odds computations as prizes are awarded during the course of the game.

Mr. Gerber said the requirements effectively made radio impossible to use, although they were "manageable" in tv if the retailer wanted only a brief introductory ad campaign. But once a game is more than four weeks old, Mr. Gerber said the rule required weekly changes in commercials to reflect the changed prize and odds lineup. "The costs become just awful," he said.

The prize and odds disclosures still are required for print ads promoting supermarket and gas station games.

Telecom Productions president Richard Palmer called the FTC action on broadcast ad disclosures "a godsend to those of us in this business" and said he expected to have new commercials on the air by Feb. 1 for some of his clients.

John H. Haines, manager-oil products advertising and sales promotion, Shell Oil Co., said the modification will make it easier for oil companies to get their game messages across in "uncluttered" commercials, but he doubted that it will spark a rush to put promotional games on the market.

Shell recently tested a game (AA, Nov. 15), but none of the other major oil companies have followed its lead.

Ann C. Iverson, senior vp-director of account services, Ogilvy & Mather, Houston, Shell's agency, said that during a 13-week run of 30-second spots for Shell's "Match & Win" game test, the spots in one market alone had to be changed nine times at a total cost of $13,300. One 30-second commercial, she said, cost $740 to change.

Norman Vincoff, manager-marketing services, Sun Co., said Sun had no plans to field a game promotion but added, "Our interest would be fueled if we saw our competitors beginning to move."

A spokesman for Mobil Oil said Mobil had no plans to offer games, but was continuing to study its competition. An Exxon spokesman would not speculate on the reaction to the commission's decision and said Exxon was not planning to use any game promotions. A spokesman for Amoco Oil also said it had no plans for promotional games.

■ L.J. Boyle, advertising manager at Tulsa-based Getty Refining & Marketing Co., said manufacturers of games have begun soliciting him. "We don't have any specific plans to go into games," Mr. Boyle said, "but the rumors are out there concerning a few companies that have games in the development stages.

"Games historically have given a quick shot in the arm but don't hold volume," Mr. Boyle said.#

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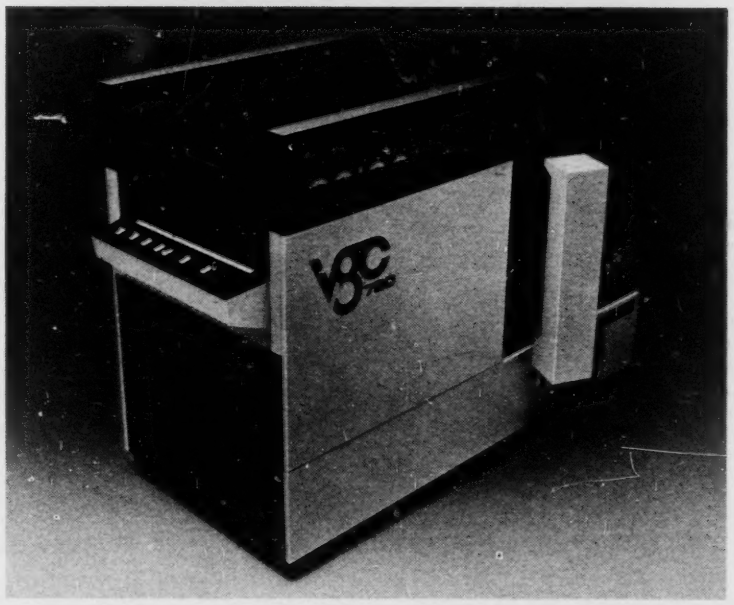

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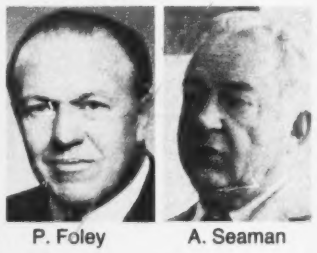
AAF Hall of Fame

Seaman, Foley cited

WASHINGTON—Two leaders from the agency world, Paul Foley of the Interpublic Group of Cos., and Alfred J. Seaman of Interpublic agency SSC&B, were elected last week to the American Advertising Federation Hall of Fame.

Mr. Foley, 68, climbed to the presidency of Interpublic from McCann-Erickson in 1971, and served as chairman-chief executive officer from 1973 to 1979. Mr. Seaman, 70, for 20 years vice-chairman of SSC&B became chairman in 1979 when the agency was acquired by Interpublic. He retired in 1981.



P. Foley A. Seaman

"Both Mr. Foley and Mr. Seaman built great agencies founded on the highest professional and ethical standards," the hall of fame council of judges said in a statement. "Both were heavily involved in causes serving the advertising industry and the public at large. Their careers reflect honor on all of us associated with advertising."

Under Mr. Foley's direction, Interpublic grew with the acquisition of Campbell-Ewald. He is credited with helping initiate service warranties for the auto industry, was one of the first in the agency business to initiate agency checks on product claims and was the first

(Continued on Page 66)

corrections & clarifications

- The correct January through December, 1981, linage figure for *Southern Living* is 1,479.4 pages (AA, Dec. 20, P. 33).
- The name of Sandy Silver, director of national marketing, McDonald's Corp., was given incorrectly (AA, Dec. 27, P. 8).
- Names were reversed in William D. Tyler's column, "Tyler's Ten" (AA, Dec. 13, P. M-34). For the Andrea Swirl Off ad, Linda Singer was the art director and Sharon Glazer was the writer.